

**TOWN OF WEDDINGTON  
SPECIAL PARKS AND RECREATION ADVISORY BOARD MEETING  
MONDAY, JANUARY 30, 2012 – 6:00 P.M.  
MINUTES**

The Parks and Recreation Advisory Board of the Town of Weddington, North Carolina, met in a Special Session in the Town Hall Council Chambers, 1924 Weddington Road, Weddington, NC 28104 on Monday, January 30, 2012, at 6:00 p.m. with Chairman Barbara Harrison presiding.

Present: Chairman Barbara Harrison, Vice-Chairman Janice Propst, Stephanie Belcher, Jean Lee Pirkey, Sharon Sanders, Gail Giattino, Mike Lee and Town Administrator/Clerk Amy McCollum

Absent: None

Visitors: Sue Fitch, Genny Reid, Judy Johnston, Pamela Hadley, Jennifer Romaine, Gary Romaine, Pat Harrison, Sally Davidson and L.A. Smith.

**Item No. 1. Open the Meeting.** Chairman Stephanie Belcher called the January 30, 2012 Special Parks and Recreation Advisory Board Meeting to order at 6:02 p.m. Everyone on the Board introduced themselves.

**Item No. 2. Oaths of Office for Janice Propst, Jean Lee Pirkey and Gail Giattino.** Town Administrator/Clerk Amy McCollum administered the Oaths of Office to Janice Propst, Jean Lee Pirkey and Gail Giattino.

**Item No. 3. Determination of Quorum.** There was a quorum. Ms. Barbara Harrison asked that discussion regarding the Farmer's Market Concept be deferred until the February Meeting. Consensus of the Board was to defer this item until February.

**Item No. 4. Consideration of Amendments to the Parks and Recreation Rules of Procedures.** The Board received a copy of the proposed following amendments:

**II. APPOINTMENTS**

The Board shall consist of Seven (7) members, all of whom have been appointed by the Weddington Town Council. ~~One Two~~ members shall be a members of the Weddington Planning Board and one shall be a member of the Town Council, such terms matching the terms on their respective Board or Council. The remaining ~~five four~~ members shall be residents of Weddington. These at-large members shall serve two year terms, ~~two~~ three members appointed to terms ending in odd numbered years, and three members to terms ending in even numbered years. The Secretary will request the Town Council to make these appointments at their regular December meeting.

**b. Special Meetings**

The Chairman **and Vice-Chairman** may call special meetings of the Board at any time provided that at least forty-eight (48) hours' notice of the time and place of a special meeting is given by the Secretary to each Board member.

Chairman Belcher reviewed the proposed amendments to the Rules of Procedures and asked for a correction to Item b. to say the Chairman or Vice-Chairman may call special meetings...

Mr. Mike Lee moved to approve the proposed amendments to the Rules of Procedures with the corrected noted by Ms. Belcher. Ms. Jean Lee Pirkey seconded the motion, with votes recorded as follows:

AYES: Lee, Giattino, Sanders, Pirkey, Harrison and Propst  
NAYS: None

**Item No. 5. Election of Chairman and Vice-Chairman.** Ms. Janice Propst nominated Ms. Barbara Harrison as Chairman of the Parks and Recreation Advisory Board. Ms. Pirkey seconded the nomination.

Ms. Sharon Sanders nominated Ms. Stephanie Belcher to continue as Chairman. Mr. Lee seconded the nomination.

The vote on Ms. Sanders' nomination is as follows:

AYES: Lee and Sanders  
NAYS: Giattino, Pirkey, Harrison and Propst

The vote on Ms. Propst's nomination is as follows:

AYES: Lee, Giattino, Sanders, Pirkey, Propst and Harrison  
NAYS: None

Chairman Harrison nominated Ms. Propst as Vice-Chairman of the Board. Ms. Pirkey seconded the nomination.

Ms. Sanders nominated Ms. Belcher as Vice-Chairman. Ms. Belcher declined the nomination.

The vote on Chairman Harrison's nomination is as follows:

AYES: Lee, Giattino, Sanders, Pirkey, Belcher and Vice-Chairman Propst  
NAYS: None

**Item No. 6. Approval of 2012 Meeting Schedule.** Mr. Lee moved to approve the 2012 Meeting Schedule as presented.

**SCHEDULE OF PARKS AND RECREATION ADVISORY BOARD MEETINGS – 2012**  
**\*(4<sup>TH</sup> MONDAY OF THE SECOND MONTH OF EVERY QUARTER BEFORE THE**  
**REGULARLY SCHEDULED PLANNING BOARD MEETING)**

DATE	TIME	LOCATION
February 27, 2012	6:00 p.m.	Town Hall Council Chambers
May 21, 2012 (Moved up one week - Memorial Day)	6:00 p.m.	Town Hall Council Chambers
August 27, 2012	6:00 p.m.	Town Hall Council Chambers
November 26, 2012	6:00 p.m.	Town Hall Council Chambers

Vice-Chairman Propst seconded the motion with votes recorded as follows:

AYES: Lee, Giattino, Sanders, Pirkey, Belcher and Vice-Chairman Propst  
NAYS: None

**Item No. 7. Consideration of Approval of the November 15, 2011 Special Parks and Recreation Advisory Board Meeting Minutes.** Vice-Chairman Propst moved to approve the November 15, 2011 Special Parks and Recreation Advisory Board Meeting Minutes. Ms. Belcher seconded the motion, with votes recorded as follows:

AYES: Lee, Giattino, Sanders, Pirkey, Belcher and Vice-Chairman Propst  
NAYS: None

**Item No. 8. Update from December 2, 2011 Tree Lighting Event.** Ms. Belcher advised that the Tree Lighting was a successful event and the crowd has grown every year. She stated, “The highlights from this year were the performers and a special visit from Santa Claus. We stayed within our budget and the feedback was positive. Each singing group received an ornament as a thank you for performing.”

Ms. Pirkey expressed that it was a wonderful event.

**Item No. 9. Discussion of March 31, 2012 2<sup>nd</sup> Annual Easter Egg Hunt.** The 2<sup>nd</sup> Annual Easter Egg Hunt is scheduled for March 31 from 2 to 4 p.m. at the Weddington Town Hall. Chairman Harrison advised that she has prepared a list of items that need to be done for the event.

**Items discussed:**

- Ms. Belcher estimated that 1,200 eggs were stuffed for last year’s event; however, the group ran out of eggs quickly.
- Approximately 150 people attended last year.
- Need to limit the amount of eggs that each child can get.
- Have a deputy at the event to help with crowd control.
- Kids can come at 2:00 and have their picture taken with the Easter Bunny then have two separate hunts for different ages starting at 2:30. After the hunt, there will be games, cookies, crafts, etc. for kids to enjoy.
- Ms. Sanders and Ms. Belcher discussed the in-kind and cash donations received last year.
- Need additional trash receptacles for the event.
- Ms. Harrison felt that there was time to start asking for sponsorships for this event to offset some of the costs.
- Ms. Sanders advised that the Board could use the bunny outfit from her charity if she was not using it at that time. The Board discussed that they may have to rent or buy an outfit for the Town to use for future events.

Chairman Harrison volunteered to lead the Easter Egg Hunt and will have Ms. McCollum send the list to Board members to have everyone volunteer for what part of the event they can help with.

**Item No. 10. Discussion of April 21, 2012 Litter Sweep.** The Spring Litter Sweep is scheduled for April 21, 2012 at 9:00 a.m. at the Weddington Town Hall.

Ms. McCollum advised that NCDOT would not release the names and addresses of the Adopt-a-Highway Participants in the Town. She also reported that the Town has vests and trash bags and individuals would need to bring their own gloves.

Board members decided to discuss this item further in February.

**Item No. 11. Discussion of Future Planning for 2012 Weddstock.** Chairman Harrison - I made a motion at the Council Meeting last month to move the planning of Weddstock to the Parks and Recreation Advisory Board and for the entire Board to work on getting private donations for this festival. Mayor Anderson had asked me if I would help get sponsorships for last year's event since I had helped get corporate sponsorships for another charity in the past. My concern was it was the end of June and I was not confident with only six weeks left that we were going to get corporate sponsorships. I felt that if we put that on the agenda now and we really looked at it and talked about it, that it was possible to get the corporate sponsorships for this year. I talked to Senator Tommy Tucker and he has said to me that once I have a business plan he will go with me to CMC because they are looking for corporate sponsorships.

Ms. Sanders advised that she has talked with them before.

Chairman Harrison – There are people that are willing to knock door to door in trying to get sponsorships for Weddstock. That was my entire intent was to get private donations. My concern was when you look at the profit and you say you had 5,000 people and you divide 5,000 into \$14,000 - you did not have people spending a lot of money. As a charity if this is how you want to fund your charity, then we have to do something to offset any costs to that charity and certainly we can do that with corporate sponsorships. I know that it takes months to get to the right people. I am willing to do all of that to help get the money for the festival. It is up to this committee whether we want to do that.

Ms. Sanders - We did have a business plan last year.

Ms. Belcher - Last year's business plan had a cash outlay of \$37,500. The purpose was to get the Town a festival at the lowest possible dollar amount that they could put into it and that is when Council agreed to the \$20,000, leaving the Committee to fund the rest of it. If they did not find the rest of it then it might mean that they did not do something that they planned to do within the festival itself. Is this committee trying to find the \$37,500 or is this committee trying to find the \$20,000 that the Town spent last year?

Chairman Harrison - We would have to look at the business plan for this year and determine what we are trying to achieve. It would be the Committee helping the charity to come up with the entire dollar amount.

Ms. Sanders advised that she had requested each member of the Parks and Recreation Advisory Board to get \$1,000 for the event. Chairman Harrison mentioned that she was unable to find that in the minutes.

Ms. Sanders - If you would be fundraising on behalf on the charity, I would have to go to our board to see if that is acceptable.

Ms. Sanders discussed the in-kind donations (\$200,000) that they received. She stated, "Every town that I have talked to have event planners or paid staff which we do not have here. That is why the ten moms that have done fundraising at our schools do this event and we all worked really hard for two years to put this event together and put it on the map."

Vice-Chairman Propst discussed having a script and business plan to use when going out and asking for money on behalf of Kids First Charity to run Weddstock.

Ms. Belcher - Say we are not successful and we really need to get \$30,000 and this group only gets \$20,000. Is the Town going to give the other \$10,000?

Chairman Harrison - Not at this point.

Vice-Chairman Propst - What if we did get \$10,000 and we take the \$10,000 and take the in-kind donations and we make the festival what it can be that year and then we work from that year to build it bigger every year.

Chairman Harrison - I talked with Matthews Mayor James Taylor about Matthews Alive. They have one full time person on Parks and Recreation that gets paid where half of his salary goes for Parks and Recreation and the other part goes to Matthews Alive. Everybody else on that four day event is a volunteer. They cut off their application process this month. If you look at the newspaper, Waxhaw is having something on Mother's Day they are already advertising for that. It is not unusual to start this early but by starting this early we have a better chance of getting the money.

Ms. Belcher – Using the charity encourages donations and sponsors much more than asking someone to give the Town money.

Ms. Sanders - I have already asked 35 citizens for donations towards Weddstock through Kids First because we heard it was so easy to do and did not receive anything.

The Board discussed the Parks and Recreation Budget for 2011-2012.

Ms. Belcher discussed how the festival concept came about and that Councilmember Gilmartin and Mayor Anderson approached Ms. Sanders to see if she could through her charity try to do something in partnership with the Town.

Ms. Pirkey questioned how much money the charity made.

Ms. Sue Fitch advised that Kids First made about \$14,000 and \$5,000 of that money had to go back into expenses. She also listed the other charities that made money.

Ms. Sanders mentioned that they received \$30,000 in cash and approximately \$205,000 in in-kind donations.

Ms. Pamela Hadley read from the minutes that in-kind donations were \$168,290, expenses \$33,282.92 with total costs being \$201,572.92.

Ms. Sanders advised that she misquoted and was stating Matthews Alive numbers. She stated, "I was not doing it so that Kids First could make a profit. I was doing it so the Town of Weddington could have an event. Ten moms gave up their summer for this event."

Chairman Harrison - Does Kids First want to take this on this year?

Ms. Sanders - I am making it clear because it is so unappreciated and I want people to know where it started.

Vice-Chairman Propst - I am trying to find a way that we can get sponsorships and the Town tax payer does not fund this event. I do not know that the 5,000 people that attended live in Weddington. I have lived in this community a long time. We used to have a fair here that did not cost anyone anything and all the people came together in the community. Maybe we make Weddstock so that it is not so expensive.

Ms. Sanders - You are right. Maybe we are going about it the wrong way. I would love for you to head it up and I will help you.

Ms. Belcher – It makes it a lot easier for people to contribute if it is a charity.

Ms. Sanders – I like the idea of letting this group go with it. I want to help in any way that I can and let's do it this way. I think her model is totally different and does not involve a charity.

Vice-Chairman Propst – Charities can be there and have booths and Kids First has a dunking booth for example. Maybe even charge some type of admission. I think that Weddstock is a great idea. I love my Town. I have five generations buried here and I want to see positive things happen.

Ms. Sanders – I think we pull the charity out of it. I like your ideas.

**Item No. 12. Review and Consideration of Developing Rules for Sponsoring Town Events.** The Board received a proposed Sponsorship Policy and Sponsorship Guidelines.

Chairman Harrison - This came up several years ago. We have vendors that call the Town and want to give money to sponsor an event but we have no rules. I volunteered to write the rules. As I was writing the rules I realized that we needed to have a policy. We got examples from other communities. I still need to get feedback on these items.

Ms. Sanders and Ms. Belcher expressed concern on how you adapt these rules to be used for different events and the need to have flexibility based on each event.

**Item No. 13. Update on Town Hall Landscaping Plan/Community Pavilion and Stage.** The Board was updated that the Town Hall Landscaping Plan/Community Pavilion and Stage was not approved by the Town Council.

Chairman Harrison stated, "I do not know how big the two lane roundabout is going to be and how much more land the Town is going to have to give up. I would like to consider the concept of asking individuals to donate money to have a tree planted in honor or memory of someone."

Ms. Belcher discussed that the space could be made more useful to help with some of the smaller Town events. She also felt that it would help bring people to the shopping center. Ms. Belcher expressed that she would like the Parks Board to take over the responsibility for planning for the backyard.

**Item No. 14. Discussion of Farmer's Market Concept.** This item was deferred until the February Meeting.

**Item No. 15. Schedule Future Dates for Town Activities and Assign Committee Members to Those Projects.** Board members discussed the following events that the Town has participated in in the past:

- Easter Egg Hunt
- Spring and Fall Litter Sweep
- Waxhaw Fourth of July parade
- Weddstock/Weddington Festival
- Tree Lighting

**Item No. 16. Adjournment.** Vice-Chairman Propst moved to adjourn the January 30, 2012 Special Parks and Recreation Advisory Board Meeting. Ms. Belcher seconded the motion, with votes recorded as follows:

AYES: Lee, Giattino, Sanders, Pirkey, Belcher and Vice-Chairman Propst

NAYS: None

The meeting adjourned at 7:42 p.m.

Attest:

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Barbara Harrison, Chairman

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Amy S. McCollum, Town Clerk